

DUPLICATE

## INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**Strategic Media - DC**  
**Attention: Accounts Payable**  
**3299 K St NW**  
**Suite 200**  
**Washington, DC 20007**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
961434-2	11/04/12	November 2012	10/29/12 - 10/30/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
West/R/Congress	ALLEN WEST 4 CONGRES	89

Flight Dates	Order #	Alt Order #
10/24/12 - 10/30/12	961434	06363947

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912521		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
2	10/29/12	10/30/12	WPBF News 25 Mornings	6-7AM	MT-----	:30	2	\$550.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MT-----	2	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	10/29/12	6:21 AM	WPBF News 25 Mornings	6-7AM	:30	AWTV102401H	\$550.00 NM
1	WPBF	Tu	10/30/12	6:43 AM	WPBF News 25 Mornings	6-7AM	:30	AWTV102501H	\$550.00 NM
4	10/29/12	10/30/12	Good Morning America	7-9AM	MT-----	:30	2	\$550.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MT-----	2	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/29/12	9:00 AM	Good Morning America	7-9AM	:30	AWTV102501H	\$550.00 NM
2	WPBF	Tu	10/30/12	7:58 AM	Good Morning America	7-9AM	:30	AWTV102401H	\$550.00 NM
6	10/29/12	10/30/12	10-11a Anderson Cooper	10-11a	MT-----	:30	2	\$450.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MT-----	2	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/29/12	10:41 AM	10-11a Anderson Cooper	10-11a	:30	AWTV102401H	\$450.00 NM
2	WPBF	Tu	10/30/12	10:30 AM	10-11a Anderson Cooper	10-11a	:30	AWTV102401H	\$450.00 NM
10	10/29/12	10/30/12	M-F 5pm News	5-6pm	MT-----	:30	1	\$900.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MT-----	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/29/12	5:12 PM	M-F 5pm News	5-6pm	:30	AWTV102401H	\$900.00 NM
11	10/29/12	10/30/12	GENERAL HOSPITAL	GENERAL HOSPIT	MT-----	:30	1	\$450.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MT-----	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/30/12	2:24 PM	GENERAL HOSPITAL	GENERAL HOSPIT	:30	AWTV102401H	\$450.00 NM
12	10/29/12	10/30/12	WPBF News 25 @ 5am	5-530am	MT-----	:30	1	\$220.00	NM
	Class of Time - Fixed Non Pre-emptible								

MTWTFSS

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



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**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

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Advertiser	Product	Estimate Number	
West/R/Congress	ALLEN WEST 4 CONGRES	89	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/29/12	10/30/12	WPBF News 25 @ 5am	5-530am	MT-----	:30	1	\$220.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12			MT-----		1	\$220.00	
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	Tu	10/30/12	5:00 AM	WPBF News 25 @ 5am	5-530am	:30	AWTV102401H	\$220.00 NM
13	10/29/12	10/30/12	ACCESS HOLLYWOOD	106x-136x	MT-----	:30	2	\$40.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12			MT-----		2	\$40.00	
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	M	10/29/12		ACCESS HOLLYWOOD	106x-136x	:00		\$40.00 NM
			Credited						
2	WPBF	Tu	10/30/12	1:24 AM	ACCESS HOLLYWOOD	106x-136x	:30	AWTV102401H	\$40.00 NM
<u>Total Spots</u>							<b>10</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$4,710.00</b>
<u>Agency Commission</u>	<b>\$706.50</b>
<u>Net Amount Due</u>	<b>\$4,003.50</b>